



CONTEXTUAL PRESENTATION OF INFORMATION ABOUT RELATED ORDERS DURING BROWSING OF AN ELECTRONIC CATALOG

ABSTRACT OF THE DISCLOSURE

5 An online store system, which may be implemented as a web site or another
type of interactive system, presents context-sensitive information to customers about
their prior orders during browsing of an electronic catalog of products. In one
embodiment, when a customer accesses a detail page for a particular product, the detail
page is supplemented with information, such as status information, about a related order
10 placed by the customer. The related order may be an order for the product represented
in the detail page or may be for a related product. Information about related orders may
additionally or alternatively be added to other types of pages, such as product category
pages and shopping cart pages. In one embodiment, a customer's related order
information is maintained in a cache during the customer's browsing session, and the
15 cache is updated in real time to reflect actions performed by the customer.

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